

CIW Social Media Strategist



Certification Exam: 1DO-623

Social Media Strategist is the fourth course in the CIW Web And Mobile Design series. This course focuses on the use of social media in business. The course teaches individuals how to create a social media campaign and analyze and present data to address organizational issues and make appropriate business decisions.

This course teaches the foundations of social media technologies, communication methods, and how to engage consumers using various tools. You will learn how social media is used in a business setting, and how to use social media to boost brand recognition and achieve organizational goals. You will also learn how to build social media strategies and tactics, build and manage campaigns, and develop social media content. You will learn about major social media platforms, when and how to use each platform correctly in business to achieve organizational goals and strategies. This course will teach how to plan, develop, promote, deliver, present, and analyze social media activities. You will learn about how risks, reputation, crisis response, advertising, and promotion are managed and maintained. This course will also teach you how metrics, analytics, reporting, and social media optimization drive business goals and strategies.

Candidate Profile

Individuals preparing to enter or continue in the workforce fields of website development and design can benefit from the CIW Social Media Strategist course and/or certification:

- High school students
- College students
- Technical/trade school students

Professionals working in website development, design, and marketing fields for any industry can benefit from the CIW Social Media Strategist course and/or certification:

- Social Media Director and Managers
- Social Media Strategist and Analysts
- Project manager/coordinator
- Web marketing professionals
- Mobile application developers
- Creative directors
- Advertising professionals
- Entrepreneurs.

Career Profile

This course aligns with the Department of Labor Standard Occupational Classification for the following:

SOC: 13-1161 Marketing Analysts and Marketing Specialists

Market Research Analysts and Marketing Specialists study market trends and consumer behavior to help businesses promote their products or services. They analyze data, identify target audiences, and evaluate marketing campaigns to determine what strategies are most effective.

SOC: 11-2021 Marketing Managers

Marketing Managers plan and lead marketing strategies that promote a company's products or services. They oversee campaigns, manage budgets and marketing teams, and analyze results to improve brand awareness and sales.

SOC: 27-3031 Public Relations Specialist

Public Relations Specialists manage an organization's public image and communications, including its presence on social media. They create messages for the media and online audiences, engage with the public through social platforms, and help respond to issues that could affect a company's reputation.

Topics

Introduction to Social Media

- Social Media Introduction
- What Is Social Media?
- Social Media Foundation Technologies
- Social Media Communication Methods
- Social Media Consumers
- Types of Social Media
- Mobile Social Media
- Social Media Engagement
- Introduction to Social Media Tools

Using Social Media in Business

- Embracing Social Media
- Business Adoption of Social Media
- Organizational Goals for Social Media
- Social Media Job Roles
- Social Media Impact on Business
- Boosting Brand Recognition
- Advantages of Social Media in Business

Developing a Social Media Strategy

- Social Media Strategies
- Listening and Analyzing
- Analyzing Market Segments
- Personas
- Targeting the Audience
- Using a SWOT to Analyze a Social Media Plan

Creating a Social Media Campaign

- What Is a Social Media Campaign?
- Planning a Social Media Campaign
- Campaign Project Management
- Planning a Campaign
- Campaign Strategies and Tactics
- Developing Social Media Content
- Curating Content

Social Media Platforms

- Platform Selection
- Choosing the Appropriate Platform
- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Google+
- Media Sharing
- Industry or Niche Platforms
- Social Media Communities
- Gaining an Advantage from Social Media Trends

Presentations and Business Blogs

- Social Presentations
- Planning a Presentation
- Developing Presentations
- Promoting Your Presentations
- Delivering Presentations
- Presentation Follow-up and Analysis

- Presentation Technologies
- Business Blogs

Risks, Reputation, and Crisis Response

- Social Media Risks
- Assessing Risks
- Risk Management Strategy
- Social Media Policies
- Managing Social Media Data
- Legal and Regulatory Compliance
- Reputation Management

Social Media Advertising

- Social Media Advertising
- Advertising on Facebook
- Advertising on Instagram
- Advertising on Twitter
- Advertising on LinkedIn
- Advertising on Google Platforms
- Advertising on Pinterest
- Selecting the Best Advertising Platform
- Social Media Advertising Best Practices

Social Media Metrics and Analytics

- Social Media and Big Data
- Social media mining
- Social Media ROI and Metrics
- Tools for tracking metrics

Reports and Optimization

- Social Media Reports
- Social Media Optimization (SMO)